

Worksheet 2.1A

Sustainability business case template

This is an example only – adapt this worksheet to suit your organisation’s requirements.

Opportunity name	A simple statement describing the opportunity, for example: Develop a sustainability strategy Engage internal stakeholders, including staff, and external stakeholders on sustainability issues
Brief description	Describe the scope of the opportunity, what the current situation is and what business outcomes are likely (financial and non-financial).
Relevant value drivers	What are the business drivers that influence the opportunity? Examples include benefits to the organisation such as improved reputation, improved marketability, engaged staff, reduced waste disposal costs, reduced workplace emissions, healthier indoor environment, increased operational efficiency, reduced transport costs, corporate and social responsibility, carbon reduction, value maintenance and improvement, etc.
Success indicators	How will success be measured? Examples include market perception of leadership, ability to attract ethical investors, operational cost savings, resource efficiency, improved building ratings, shorter letting up periods, etc.
Alignment with our goals and policies	How does the initiative demonstrate alignment with organisation values, business goals and other policies or strategies?
Research and analysis	What additional research or analysis will have to be done to ensure benefits can be realised? Examples include market research, life-cycle analysis, building services study, valuation advice, etc.

Suggested participants: internal stakeholders	Which service groups within the organisation will need to be involved? Examples include procurement, legal, operations, OH&S, environment, fund managers, property managers, etc.
External stakeholders	Will we need to engage with any organisations outside the company? Examples include managing agents, tenants, contractors, suppliers, local government, etc.
Potential actions	What specific actions will need to be done to further scope, evaluate or act on the opportunity?
Preliminary timeline	What are the time milestones?
Cost-benefit analysis	What is the cost of implementation? What are the financial benefits? What unquantifiable benefits are likely? What is the return on investment?

Source: Adapted from 'Forging New Links – Enhancing Supply Chain through Environmental Excellence', Global Environment Management Initiative 2004